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Sales & Marketing

Business Development

Relationship Management

SNAPSHOT: A competent professional with **over 19 years** of accomplished career track in Sales & marketing, Business Development & Relationship Management. Presently associated with **Hamdard Laboratories India as Regional Sales Manager West**. Experience in exploring and developing new markets/ clients, accelerating growth & achieving desired sales goals. A proactive leader and planner with expertise in strategic planning, market plan execution, and pre-sales efforts with skills in staffing and targeted marketing. Adept at devising strategies & escalating turnover in highly competitive market environment. Streamlining workflow and creating a team work environment to enhance profitability innovatively for reputed business houses. An effective communicator with exceptional relationship management skills with ability to relate to people at any level of business and management.

Areas of Strength Include

- Strategic Planning- New Setups - Sales & Marketing
- Business Development - RM- Team management
- Training & Development

Key Strengths Across Assignments

- ◇ **Sales & Marketing:** Handling the marketing and sales operations for achieving increased growth & profitability. Utilizing the public information and personal network to develop marketing intelligence for generating leads.
- ◇ **Business Development/ Key Account Management:** Identifying prospective clients, generating business from new accounts & developing them to achieve consistent profitability. Building and maintaining healthy business relations with major clientele, ensuring maximum customer satisfaction by achieving performance parameters delivery & quality norms.
- ◇ **Distribution Management:** Identifying and developing channel partners for achieving business volumes consistently and profitably. Evolving strategies & activities to achieve desired business objectives & implement recognition campaigns for enhancing motivation. Ensuring cost effective logistics operations across the distribution channel and monitoring availability of requisite goods at the various sales outlets/ channels. Evaluating performance & monitoring of dealer sales and marketing activities
- ◇ **Sales Promotion:** Building brand focus in conjunction with operational requirements. Ensuring maximum brand visibility and capture optimum market shares. Managing brand image building and awareness campaigns. Devising & implementing pre & post marketing activities for successful launching of new products.
- ◇ **Customer Relationship Management:** Maintaining cordial relations with customers to sustain the profitability of the business. Maximizing customer satisfaction level by on time delivery, monitoring customer complaints, providing efficient services. Handling customer grievances & resolving issues.
- ◇ **Team Management:** Imparting /organizing training programs for achieving pre planned business targets. Leading, training & monitoring the performance of team members to ensure efficiency in sales operations and meeting of individual & group targets.

Aug 2019 to till date at Hamdard Laboratories India as Regional Sales Manager West**Role:**

- ◊ Handling West India Region (Mah,GUJ,MP,CG and Goa) with approx 49+ on roll employees managing 250 Stockist/Sub-Stockist covering 1 lac outlets which contributes to revenue of 210 Crores per annum
- ◊ Maintained a Well trained and align team of SH,ASMs and BEs
- ◊ Distribution management in terms of profitability & satisfaction
- ◊ Coaching,Training and Motivating team for effective deliverables
- ◊ Cost Management to improve bottom line
- ◊ Building processes which can help a smooth execution of plans
- ◊ Preparing annual sales and Distribution infrastructure plan
- ◊ Appointment of SS/Stockist/Sub-Stockist to cover grey areas
- ◊ Meeting Key Accounts/Key stockist for issues and feedback on trade enhancement
- ◊ Process implementation,Claim Settlement,Market Coverage,Records,Reports and Review process to develop an efficient environment
- ◊ Interaction with Cross Functional Teams,Marketing,Logistics,Accounts,HR to ensure smooth operations.

Organizational Scan**Feb 2018 to July 2019 Unibic India Pvt Ltd as Category Lead West****Role:**

- ◊ Responsible for Primary and Secondary sale within assign territory
- ◊ Effective planning and execution for area expansion and product distribution
- ◊ Managing inventory at warehouse,SS and distributor point
- ◊ Timely collection of payment from trade and distributors for accounting hygiene purpose
- ◊ Tracking competitors activity,product promotions,exhibitions,roadshows to create buzz.
- ◊ Leading a team of 6 BEs,12 TBIs,10 promoters and motivating,guiding them to achieve their goals on day day to basis.
- ◊ Meeting A Class outlet on regular basis to enhance product placement by feedback.
- ◊ Planning and managing marketing activity within companys allocated budget
- ◊ Expertise in opening new towns and market within limited resources
- ◊ Driving effectively sales force automation and reviews timely data with team
- ◊ Developing a robust sales module which is process driven.

Dec 15 to Jan 18 Parag Milk Foods Ltd as Sales Manager**Role:**

- ◊ Leading, managing & monitoring the performance of team members to ensure efficiency in business by meeting the sales & revenue targets in GT.
- ◊ Conducting trainings for the team members for achieving sales objectives & designing plan of action to achieve overall targets.
- ◊ Creating and sustaining a dynamic environment that fosters career development opportunities and motivates high performance amongst team.
- ◊ Expertise in developing & managing business partners in order to enhance the market share and profit of the organisation.
- ◊ Highly successful driving high-value and profit gains, large scale cost savings and improved organisational productivity and performance.
- ◊ Conceptualising and implementing strategies for acquiring business from clients and effectively using existing accounts.
- ◊ Analysing the latest marketing trends and tracking competitors' activities and providing valuable inputs for fine tuning sales & marketing strategies.
- ◆ Launching of new products within stipulated time to create brand value and brand awareness to get strong foothold in assign territory within budget.
- ◆ Co-ordination between sales force,trade & finance to control AR.

Sept 13 to Dec 15: PepsiCo India Holdings Pvt Ltd As Asst Sales Manager in Mumbai.

Role:

- Delivery of volume targets for the territory. Ensure profitable volume growth.
 - ◊ Handling GT Mumbai, OT PUNE and ROM Operation which contributes to business of 120 Cr per annum. OP Accounts 180 and MT Accounts 68
 - ◊ Managing S&D cost and discount budget as per set company norms.
 - ◊ Maintain OFR, Visibility, POSM, END CAPS and escalate OOS for MT/OP.
 - ◊ Ensuring BSD and LRB Share Growth across Channels, Brands and Packs.
 - ◊ Responsible for CSS, FSS, ND, WD Share Analysis.
 - ◊ Data analysis and decision making on a daily basis to ensure achievement of sales & marketing objectives.
 - ◊ Ensure clear communication and adherence of pricing and promotions for GT/MT.
 - ◊ Ensure timely nurturing of these key accounts and ensuring to increase the numeric distribution and Weighted distribution of the assigned territory.
 - ◊ Coordinate with team for best execution and equipment deliveries for new and assigned accounts
 - ◊ EDS on WAP patch and proper resourcing.
 - ◊ Inputs to GT/MT and OP planning of D&A, Marketing resourcing for the particular outlet or WAP stretch within the resources given.
 - ◊ Tracking Competitors activities to fore future action/strategies.
 - ◆ Coaching to PSRs, Sales Trainee and CEs of the company to work as per company norms
 - ◆ Incentives Calculation for CE/PSR/QSM
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Feb 11 to Sept 13 : PepsiCo India Holdings Pvt Ltd As Customer Executive in Mumbai GT

Role: CE Job Profile

- ◊ Sales Management - Driving Secondary in the Market and booking primary sales in company. Responsible for handling the sales and distribution activities in the region with an aim to achieve assigned targets within assigned budgets.
- ◊ Distributor Management - Understand and evaluate distributor ROI.
- ◊ Distribution Management - Responsible for sales volume development, customer service and areas execute all brands mix products. Ensure Proper numeric and weighted distribution in the market.
- ◊ Market Execution - Ensure Products availability, visibility, displays and freshness. Brand Promotion activities.
- ◊ Team Management - Hiring, Motivating, Managing and Training at various levels of sales & marketing. Design incentives for team and distributors.
- ◊ Customer/Market Management - To maintain physical presence in the territory to ensure the understanding of customer needs, resolving customer complaints and delighting them. Timely feedback on Competitors activities
- ◊ Stock Management - FIFO methods, expiry checks, leakages and breakages handling.
- ◆ Logistics - Time management, timely delivery of products against sales booking.

Major Attainments across Positions:

- ◊ Leading Maharashtra in E-Routing Project Delivering Productivity through 10% Route Optimization.
- ◊ Successfully Implemented Merchandiser across Mumbai resulted in EDGE score from 41 to 61
- ◊ Spearheading Roadnet Dynamic Delivery in Mumbai resulted in 20% Saving in Vehicle Utilization
- ◊ Successfully implemented SAMNA (Sales booking module) within territory.
- ◊ Successfully managed implementation of DYNAMIC (Delivery application system) route delivery.
- ◊ Successful Handling of Cricket World Cup 2011, IPL 2011 to 2014 and Lalbaugh Ganpati festival 2011 to 2014 with highest ever sales volume and 100% compliance in the history of PepsiCo.
- ◊ Certificate of Recognition for Spot Award for Cooler Ownership in 2012

- ◊ Highest growth in NCB category across territory for the year 2012
- ◊ Outstanding performance team in the SPL awarded in 2014 with Bangladesh Trip in ICC match 2014.
- ◊ Winner of Best TDM Team Award (BSD Category) for 2014.

Feb 08- Jan 11: Redbul (Narang Hospitality Services Pvt Ltd) as Area Sales Executive
Sept 06 Jan 08: Redbull (Narang Hospitality Services Pvt Ltd) as Sr Sales Officer

Role:

- ◊ Fore fronting all business development operations in the assigned region of Mumbai GT.
- ◊ Administering all activities for sales distribution of Beverages in the assigned Mumbai western suburbs.
- ◊ Undertaking extensive market research to develop and create potential market for the products.
- ◊ Resourcefully managing the overall distribution network.
- ◊ Contributed to the extension of distribution network by appointing dealers.
- ◊ Liaising with customers to assess latest market trends & preferences.
- ◊ Enhancing the depth and width of distribution through availability and visibility of the product
- ◊ Maximizing client satisfaction by proficiently resolving queries and complaints.
- ◊ Monitoring collections and managing Dealers network
- ◊ On Route Training of SR to Boost Their Confidence and Skills.

October 03 to Aug 06: COCA-COLA as Sales Officer GT

Role:

- ◊ Spearheading all sales & distribution operations in the assigned Mumbai region.
- ◊ Extended the dealer network by appointing and managing 3 distributors & 2000 retailers.
- ◊ Devising schemes for sales promotion & obtaining feedback regarding product utility.
- ◊ Constantly striving towards attainment of assigned sales targets.
- ◊ Coordinating market prices with company.
- ◊ Obtained direct orders from target customers and projects by submitting price and specification quotations.
 - ◊ AR and COL Recovery from Assign Area Within Time Line
 - ◊ Constantly Increasing Market Share by Building Rapport in the Assign Territory
 - ◊ Cracking PC Monopoly Outlets through Conceptual Selling.
 - ◊ Maximizing Sales through Events, Road Shows, Fair Etc.

Aug 01 to Sep 03: C.G Marketing (PROCTER AND GAMBLE) as Sales Executive

Role:

- ◊ Handling the sales and distribution of the assigned territory in GT
- ◊ Ensuring Distribution set up through channel partners
- ◊ Product promotion through sampling & detailing
- ◊ Tracking Competitors activities within the territory
- ◊ Successfully completed the GOLDEN EYE PROJECT
- ◊ Ensure implementation of CPCD
- ◊ Focusing on RPS of distribution and visibility in the assign territory
- ◊ Credit control Through Co-Ordination Between Dealers and Van Cashier
- ◊ On Route Training of Merchandisers on Sustaining Visibility and Displays Within the Route

Academia

2001 B.Com from Yeshwantrao Chavan University Maharashtra
 2009 MBA from Shridhar University Rajasthan

Personal Dossier

Date of Birth : 23rd February 1980.
 Language Proficiency : English, Hindi, Marathi & Gujarati
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